



CASE STUDY: Waterless Co.

THERE'S NOTHING GREENER THAN SAVING WATER... AND THE WATERLESS CO. IS TOPS IN THEIR FIELD

There is nothing greener than saving water, and it's no secret that green architects, engineers, and contractors who really want to "move the needle" on water conversation are well-suited to focus on water-consuming fixtures in the bathroom. Though there are a wide variety of domestic bathroom fixtures that save water, the implications for savings escalate exponentially in commercial bathrooms, where the frequency of use can easily be hundreds of times higher than in a household.

For saving water, the Waterless Company is widely regarded as a leader, with their Waterless urinal product line. Their products not only save water by dramatically reducing consumption, but they also lower sewer capacity requirements. So Waterless Company products save water and resources at every stage in the water-supply and waste-water-treatment sectors. What kind of savings are we looking at? Well, today's bath fixtures, like toilets and urinals, are still flushed with potable water, and the Waterless Company estimates that 20% of the available drinking water in the world is flushed down the drain, wastefully. When you add in line leakage (typically around 8%), that number bumps up around 30%.

By installing a single Waterless urinal, facilities managers can save on average 20,000 to 45,000 gallons of water a year. If there are just 22 Waterless urinals in use, the savings quickly add up to an astounding 1,000,000 (one million) gallons of water per year. Given that there are around 8,000,000 (eight million) urinals in the US, the water savings that the Waterless Company offer brings can reduce water consumption on a nationally meaningful scale.

With the need for water savings so obvious, and the questions of sanitation long ago put to rest by Waterless Company product engineering, the only obstacle to broader use of Waterless Company urinals is awareness. So, Water Company recently teamed up with GreenWizard to make the AEC community more aware of Waterless product alternatives. GreenWizard is a web-based expert system that allows architects, engineers, and contractors to cross-search, compare, and document products for LEED and green commercial construction. With more than 800 manufacturers and 200+ AEC firms actively accessing the GreenWizard database – either to list products or to research product attributes and their LEED point contributions – GreenWizard is currently being accessed by green professionals responsible for nearly 100 building projects valued at (combined) \$300 million. Indeed, GreenWizard is already the new standard for online LEED and green-product research, a reputation that will only grow as its database expands.



ABOUT WATERLESS

Since 1991, Waterless Co. has been the technology leader in this category and we offer the most simple and most cost effective system on the world market.

Our patented No-Flush™ urinals work completely without water or flush valves. The system is touch-free, easy to install, improves restroom sanitation and eliminates odors.

Learn more: www.Waterless.com.

AEC community members access GreenWizard to find green products in multiple categories, but if they are searching for bath fixtures that qualify for LEED points, they are sure to find Waterless Company products, because Waterless has recently uploaded their products into GreenWizard's online product database.

"Waterless urinals contribute up to 4 LEED® points for your project: 20% Water reduction, 30% Water reduction, Innovative Waste Water Technology, and the 500-mile production radius, if applicable," explained Klaus Reichardt, Waterless Company's CEO. "Today, through GreenWizard, are we able to activity connect with AEC specifiers, at the point where they are making their purchase decisions."

"We have looked around at all kinds of ways to market to the AEC community," added Niki Bradley, Waterless Company's Marketing Manager. "GreenWizard's online searchable features makes it a standout method of reaching new customers. Plus, the GreenWizard database provides the LEED point eligibility and the required documentation, all in one location, making it easier for the LEED specifier."

Waterless has been a USGBC member since 1998 and has seen the water efficiency category move from last in LEED® 1.0 to the number 2 spot in LEED® 2.2. The company keeps demonstrating its leadership with plumbing innovations, and it shows no signs of slowing down. Today, by accessing AEC LEED specifiers through GreenWizard, the Company gains access to GreenWizard's Workflow Pro product, further enhancing a specifiers access to Waterless products. With Workflow Pro, users can build and document construction projects, and search for building products in the GreenWizard database based on product category, region, green attributes, and GreenRank. (Users of Workflow Pro will soon be able to view product documentation, e.g. BIM, product specs, cutsheets, etc.) Upon completion of their projects, users will be able to automatically generate LEED documentation for submission to LEED online for project certification by the USGBC.

"What's at stake is very simple: With 100 million people using urinals, and each one averaging 2 gallon flush, the potable water use of urinals alone, in this country per year, is approximately 160 billion gallons," added Klaus Reichardt. "If we can make a dent in that consumption, we are saving the equivalent to the water usage of 490,000 homes or 1.9 million people per year. Not bad for a day's work."

About GreenWizard

GreenWizard, Inc, is a technology company dedicated to empowering architects, engineers, and contractors to build greener structures for less money in less time. The Company offers the only web-based software platform that allows users to analyze and select green building materials based on a wide array of preferences and inputs, ultimately reducing the time and money spent in the procurement process. The Company employs a Service Oriented Architecture (SOA) software model delivered over the Internet for its process automation tool, communication center, business analytics, and interactive marketplace. The platform allows project participants to efficiently navigate the most comprehensive and up-to-date database of green building products, utilizing the most advanced analytical tools and information available in the market. The Charleston, SC-based company was founded in 2008. More info: www.GreenWizard.com.